

— advantage: inside AGCO

He and his team members are also encouraged to use AGCO's global reach to their advantage and the customer's benefit. "We can't assume we've thought of everything over here. So, we pick up things from other parts of the world and we bring them back here, then put them into our designs or our research.

"My job takes me literally all over the world to see how farming is done and how we can apply [those methods] to the North American farmer and put money back in the producer's pocket," Matousek continues. That allows AGCO engineers a wider range of influences to find solutions, he says.

AGCO's global presence also allows one other very tangible benefit: "The broader we can make the market for a given model or type of machine, the more we can sell; therefore, the price comes down."

And that, like the money Mike Anderson's TerraGator saved him, is easy math. "I've been doing this 35 years," says the Idaho custom applicator, "and the TerraGator's just the most efficient machine out there to help me make money for myself.

"Again, it's reliable, too, and it's nice not to have to worry about, you know, things breaking down and trannies going out and all that kind of jazz. AGCO really hit a homerun when they came out with the CVT, the Sisu and the TMS. I'm sold." **FL**

myFarmLIFE.com

On video: Mike Anderson discusses the benefits of his TerraGator 8303. Also, see an extended list of AGCO's farm-focused innovations. Both are at go.myFarmLife.com/promise.

■ **EDITOR'S NOTE:** "Delivering on a Promise" is the first story in a special series exclusive to *FarmLife*. Titled **Inside AGCO**, the series will run throughout 2012, highlighting how changes at AGCO have affected its internal corporate culture, interaction with its dealer network, its approach to developing industry-leading technology, and, most importantly, how these new initiatives will benefit AGCO's most valued asset—its customers. As always, thanks for reading *FarmLife*, and please stay tuned.

»» 2011

The White 8900 Series Planter is the first in the industry to address compaction with a factory-installed rubber track transport system.

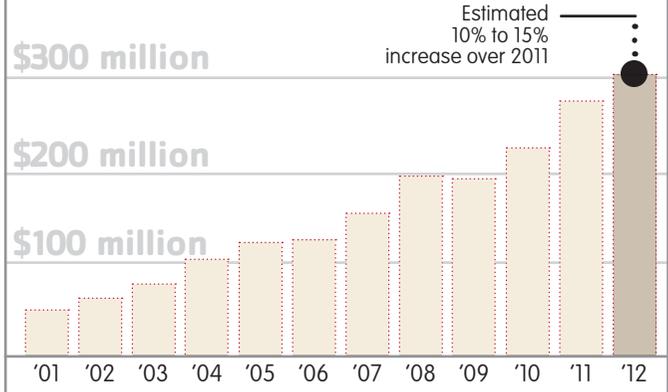
The TerraGator TG7300, TG8300 and TG8400 are the first crop chemical applicators in the industry to use a Tier 4 interim engine and CVT transmission.

2012

AGCO Corporation's Valtra® division is the first in the world to demonstrate a tractor that generates 70 to 80% of its power from biogas and farming by-products.

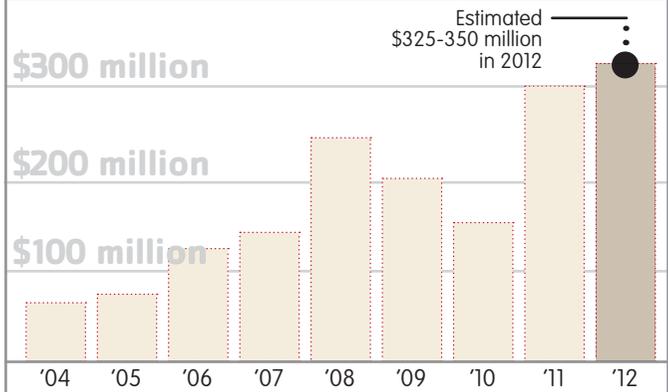
By the Numbers

Research & Development Expenditures



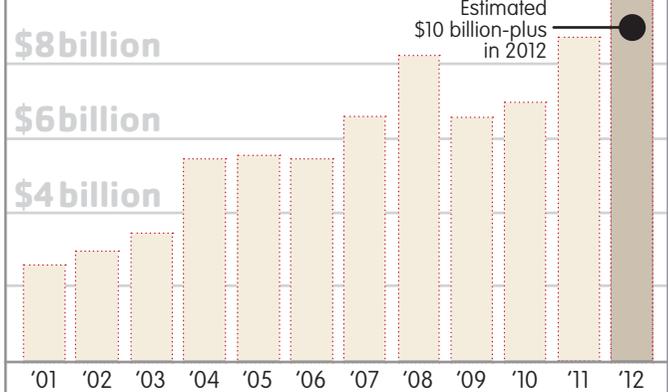
To help farmers boost productivity and reduce costs, AGCO has increased its R&D spend by more than 400% since 2001.

Capital Expenditures



AGCO continues to invest in plant and facilities growth to achieve even higher standards of quality and meet changing market conditions.

Global Net Sales



Since 2001, AGCO's worldwide revenues have grown by 240%, positioning the company as one of the industry's most financially viable.